

ABSTRACT OF THE DISCLOSURE

A product display system (10) constructed in accordance with the principles of a preferred embodiment of the present invention and configured for displaying products above a conventional clothing rack (R) is disclosed. The inventive display system (10) broadly includes a base assembly (12) for supporting the other system components above the rack (R), a plurality of product display trays (14-28) supported on the base assembly (12) for displaying the products (P), and a sign assembly (30) supported on the base assembly (12) for displaying product information and advertising indicia. The inventive display system (10) enables cross-merchandising at the point of sale by utilizing previously unusable space above the conventional circular rack (R) while still complying with display requirements of most mass marketing retail stores. In the preferred embodiment, the base assembly (12) is formed of modular truss sections (32-46) that interconnect to form a sloped tray-supporting surface (12a) that extends radially beyond the perimeter of the rack (R) to place the products (P) supported thereon at an optimum position for viewing and access by the consumer. The preferred display trays (14-28) are uniquely configured to enable them to be arranged in a polygonal arrangement on the base assembly (12) to maximize product storage. The preferred modular base sections (32-46) and display trays (14-28) are complementally configured to enable the trays (14-28) to "nest" in the complementary modular sections (32-46) for easy and convenient shipping, as well as space-efficient storage of the components when not in use.